

1958-1959 SPECIALIST'S

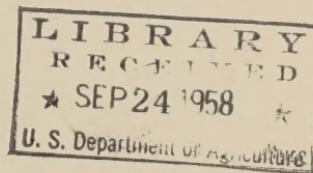
WHOLESALE CATALOGUE

*Fuchsias
and Pelargoniums*

12 new 1959 Fuchsias.....	see pages 2, 3 and 4
3 new 1959 Pelargoniums.....	see page 5
3 different pink Marguerites.....	see back page

When you display something brand new in your nursery it shows your customers that you keep up-to-date on varieties. Better yet, you'll have something to sell at a profit to the customer who otherwise "has everything."

All our 2½" plants are ready for larger pots or gallon cans when you receive them. No long wait for that extra profit.

SCHMIDT NURSERY

355 LAMBERT AVENUE • PALO ALTO, CALIFORNIA
Palo Alto Phone DAvenport 2-4501

... before ordering

please read these TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No order shipped that totals less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

... about ordering Early



Last season we were sold out of most items in about a month after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items in **less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact — each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1959 Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

FUCHSIAS 1959 INTRODUCTIONS

Once again — as each year since 1939 — we are pleased to offer exclusively the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 4.

DOCTOR OLSON — Double corolla palest orchid pink, with large center petals, surrounded by shorter spreading petals heavily overlaid mallow purple, with salmon flush. Tube and upturned sepals bright red. Large showy flower, free blooming. Best displayed as a hanger.

EBBTIDE (Erickson-Lewis) — Double corolla pastel lavender and phlox pink, tube and recurved sepals light pink. Large flower, in shape and size on the order of "**Enchanted**." Strong growing hanger.

GONDOLIER (Pybon) — Sport of "Fluorescent," with generally the same habit of growth and size and shape of flower, but the long white buds open to a corolla of deep violet blue, the shorter outer petals marbled fuchsia pink. May be staked as an upright, or grown as a hanger. Showy color contrast.

HAZEL MARSH (Schnabel-Paskesen) — Originator's description: This lovely trailing pastel is a sport of "His Excellency," having the same vigorous but more willowy growth. Pale rose tube, broad granular white sepals well reflexed, displaying a multiple petalled corolla of palest orchid. **Hazel Marsh** has excellent form with large flowers that do not fade. Small to medium foliage. Garden tested for three years.

HINDU BELLE (Munkner) — Long single corolla distinctive shade of plum color, changing to an attractive red as flowers age. Waxy white tube and long, broad, upcurved sepals flushed palest carmine. Strong upright grower, good foliage, many medium large flowers. Stands our warm Palo Alto climate well.

LA ROSITA (Erickson-Lewis) — Double corolla orchid pink, tube and recurved sepals rose pink. Medium large flowers vary in depth of coloring depending on exposure to sun. Colors are stronger in more sun. Upright, medium high plant, free blooming.

LITTLE SISTER (Pybon) — Single corolla palest orchid pink, deepening to rosy lilac at petal edges. Waxy tube and upturned sepals with light phlox pink underside; tube flushed and sepals conspicuously tipped green. Low bushy grower, small leaves, masses of medium sized flowers. The second of Harry Pybon's low fuchsias, recommended for pots, tubs, planter boxes or low plantings in patio and garden.

PERKY PINK (Erickson-Lewis) — Double corolla white, palest pink flush and pink veining; short, broad pink sepals with pale green tips. Medium sized flowers produced in profusion on medium high, bushy plant with good foliage. Stands heat very well.

POMPADOUR (Schnabel-Paskesen) — Originator's description: **Pompadour** boasts a fully double large corolla of delicate pink backed by broad pale to white sepals which are strongly reflexed. Strong upright growth. Small to medium sized leaves. Withstands considerable heat and may trail in warmer areas. Garden tested three years.

ROYAL ROBE (Erickson-Lewis) — Double, deepest royal violet-purple, tube and upturned sepals deep, but bright red. Very double corolla, many of the petals scalloped, giving a "different" appearance. Tall, upright grower, or try as a hanger. Lots of flowers of rich color contrast.

SHALIMAR (Schnabel-Paskesen) **Trade Mark Reg.** — Originator's description: Cannot be compared to any existing variety. Huge globular double flower. Dense corolla of pale lavender blue petals beautifully marbled with rose, attached to a broad base plate. Tube is white, as is the exterior side of the sepals. The inside surface of the granular sepal is palest pink blush. Medium to small sized foliage. **Shalimar** must be grown in a hanging pot as the weight of the flowers tends to snap the branches. Heat resistant.

TING-A-LING (Schnabel-Paskesen) — Originator's description: A vigorous upright grower with large clusters of bell-like, all white single flowers. **Ting-A-Ling** is similar in form to "Mazda" except that the blooms are whiter than "Sleigh Bells" with reflexed sepals. The plant is heat tolerant and recommended for warmer climates. Small foliage. Garden tested for five years.

Please note that we cannot accept your order for any of the above described non-patented 1959 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1959 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery. Of most varieties plants will be available earlier in 1959.

WHOLESALE PRICES for Doctor Olson, Ebbtide, Gondolier, Hazel Marsh, Hindu Belle, La Rosita, Little Sister, Perky Pink, Pompadour, Royal Robe, Shalimar and Ting-A-Ling. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45¢
10 plants of one variety.....	each 40¢
25 or more of one variety.....	each 35¢

Established **minimum RETAIL PRICE** for Doctor Olson, Ebbtide, Gondolier, Hazel Marsh, Hindu Belle, La Rosita, Little Sister, Perky Pink, Pompadour, Royal Robe, Shalimar and Ting-A-Ling, **for the entire year of 1959**, is 75¢ each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or larger containers.

1958 AND OTHER NEWER FUCHSIAS

BRIGADOON — Very large double violet blue, marbled fuchsia pink. Try as hanger, too. **20¢.**

CARMEL BLUE — Long single, lovely blue, sepals white. Strong grower. **20¢.**

COCKATOO (1958) — Large flaring double white, red veins; sepals rose red. Free blooming. **25¢.**

DARK EYES (1958) — Double deep violet, sepals deep red. Strong grower, heat resistant. **25¢.**

LENA DALTON — Semi-double orchid and lilac blue, sepals white to pink. Bushy grower, medium-size flowers in profusion. New. **35¢.**

MADAM QUEEN — Double spreading corolla blue purple, sepals red. Upright grower, medium large flowers. **25¢.**

PAPA BLEUSS (Patented) — Very large double deep violet, broad pink sepals. **35¢.**

PENELOPE (1958) — Large double rosy pink, sepals deep pink. Fine. **25¢.**

PINK JADE (1958) — Single orchid pink, glowing-rose petal edges. Very low, self branching, lots of flowers. Outstanding for pots, tubs, etc. **25¢.**

TICKLED PINK (Trade Mark Reg.) — Excellent pink flowered addition to the triphylla fuchsias. Must have more sun. **35¢.**

HANGING POT OR TRAILING FUCHSIAS

CHEFFITA (1958) — Large double purplish, turns rosy and smoky. Strong grower. **25¢.**

GIANT PINK ENCHANTED — Large double pink, darker veins. Strong grower. **20¢.**

GOLDEN GLOW (1958) — Single, more "yellow" than other orange fuchsias. Heavy bloomer. **25¢.**

HARVEST MOON (1958) — Single, flat flaring white, sepals red. Free blooming. **25¢.**

PINK GALORE (Trade Mark Reg.) 1958 — Double, beautiful soft rose, sepals deep pink. One of the finest all-pink fuchsias. **35¢.**

RED JACKET (Trade Mark Reg.) 1958 — Large double white, sepals bright red. Showy

color contrast. **35¢.**

SAN JOSE — Double white, sepals red. Very large and free flowering. **20¢.**

SOUTH GATE — The best double pink for the warmer sections. **20¢.**

THUNDERBIRD (Patented) — Double crimson, long tube and long sepals palest carmine. Outstanding. **35¢.**

TIBURON (1958) — Semi-double orange, lighter sepals. Good grower, prefers warmer areas. **25¢.**

TINKER BELL — Single near-white, long sepals pink. Very free flowering. **20¢.**

WAIKIKI (Pat. Applied for) 1958 — Large double deep carmine-red corolla, sepals pale pink. Very fine. **35¢.**

LADY WASHINGTON GERANIUMS

Also known as Regal, Fancy, Show or Martha Washington Geraniums, and often as just Pelargoniums. Botanically *Pelargonium domesticum* varieties.
Strong plants from 2½" pots, ready for 4" pots or gallon cans.
Early delivery, right after January 1st, if so indicated on your order.

AMOUR (Schmidt 1959) — Large umbels of good sized flowers. Near-white at center, deepening toward waved petal edges to a lively shade of soft orchid, lilac undertone. Violet purple blotch in two top petals.

LITTLE KING (Schmidt 1959) — Resembles "Rogue" in color, but is lighter red near petal edges and the medium large flowers are well frilled. Low, compact grower, long blooming season. Should be an excellent pot, tub or planter box variety.

SHOW-OFF (Schmidt 1959) — Sport of "Marchioness of Bute" and is similar to the old "Lady Harrison." However, Show-Off has larger flowers, so heavily ruffled they appear to be double, rose pink, white at center and petal edges, veined and cross-veined deeper rose pink. Tall, spreading grower.

Strong 2½" Pot Plants:

5 plants of one variety.....	75¢ each	25 plants of one variety.....	45¢ each
10 plants of one variety.....	55¢ each	50 or more of one variety.....	35¢ each

1958 AND OTHER NEWER PELARGONIUMS

BIMBO — Good sized red flowers, darker top petals. Low grower. **30¢.**

DAWN — Large flowers, soft salmon pink, apricot undertone, darker top petals. **25¢.**

DUBONNET — Deep wine, black spot in each petal. Free flowering. **30¢.**

GIBSON GIRL (1958 Introduction) — Very large flowers, watermelon pink, near-black blotch in each petal center. **35¢.**

GRAND OPERA — Large ruffled, white and rose pink flowers. Strong grower. **30¢.**

GRAND SLAM — Winner of many prizes, including the A.M., R.H.S.; Lady Burton Cup; Sander Medal. Tops as the leading rosy red. **25¢.**

HAPPY DAYS (1957 Introduction) — Lovely salmon pink, apricot undertone. Recommended for perpetual bloom. **30¢.**

HOLIDAY — Ruffled blushed white, top petals maroon and strawberry. **25¢.**

KING MIDAS — Large umbels of orange-salmon. Distinct color. **30¢.**

LA PALOMA (1957 introduction) — White with palest flush, top petals marked pale mauve. Large flowers, good bloomer. **30¢.**

MELISSA — Low grower, early bloomer, soft pink. **30¢.**

ROGUE — Larger flowers and a livelier deep red than other dark varieties. **30¢.**

SOUTH AMERICAN BRONZE — Flowers of brown and maroon, dark center, pale orchid border. Good novelty. **30¢.**

WEDDING GOWN (1957 introduction) — Ruffled glistening white, no markings of any kind. Large flowers, long blooming—the finest all-white to date. **30¢.**

3 DIFFERENT PINK MARGUERITES

1. **PINK MARGUERITE** — Tall, strong grower with good sized, single, pale orchid-pink flowers. This is the variety we offered last year.
2. **PRINCESS ROSE** — Not as tall as the one above, single flowers with broader petals of a deep orchid pink, sometimes rosy pink.
3. **PINK CHAMPAGNE** — Just as easy to grow as the two above, with anemone-type flowers, full near-white center and pale pink petals. Blooms well even in 2½" pots.

Our plants guaranteed free of leaf miners. Not just rooted cuttings, but strong stock in 2½" pots, ready for gallon cans. Delivery in January, if so indicated on your order.

25 plants of one variety \$ 7.50

50 plants of one variety \$13.75

100 plants of one variety \$25.00

Please do not order less than 25 plants of any one Marguerite variety.

SCHMIDT NURSERY

355 Lambert Avenue

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Palo Alto, California

Palo Alto Phone DAvenport 2-4501

Wm. E. Schmidt, originator and grower, thirty-four years in the nursery business. Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen, Strybing Arboretum Society and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery

